

1954

## The Iowa Homemaker vol.34, no.8

Jean Daggett  
*Iowa State College*

Dorothy Will  
*Iowa State College*

Anita Cozzens  
*Iowa State College*

Jane Hammerly  
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## The Iowa Homemaker vol.34, no.8

### **Authors**

Jean Daggett, Dorothy Will, Anita Cozzens, Jane Hammerly, Gwen Olson, Ann Lindemeyer, Doris Jirsa, Mary Vandecar, and Carolyn Shehan

The Iowa

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# Homemaker

March, 1955





Now cleaning is quick and easy with

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Modern design has transformed the gloomy, old-fashioned kitchen into a glamorous, functional living area that is the show place of the home. But modern decorating has also brought tremendous areas of white or pastel finishes, and new surfaces like plastic walls and upholstery, stainless steel and chrome. Homemakers need information about an easy way to keep these beautiful but costly installations looking like new.

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*Lulu Bush*

Consumer Education Director



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paneled walls



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furniture

Spun aluminum, stainless steel, etc.

# JOHNSON'S WAX

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A review of activity in home economics at Iowa State College

# The Iowa Homemaker

MARCH, 1955

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## women's angle



Students in high schools all over Iowa will receive copies of this issue of the Homemaker. In it we've given a glimpse of our college and students. On the cover are Dean Helen R. LeBaron of the Division of Home Economics and Marilyn Martin, president of Freshman Home Economics Club. You'll see both many times next year if you decide to continue your education in Home Economics at Iowa State College.

Perhaps you know several Iowa State Home Economics graduates. There are many throughout the country with equally as many interesting jobs. They're interior decorators, equipment demonstrators, dietitians, tea room managers, fashion designers, radio and television writers, junior high and high school teachers, recipe testers and research workers among others.

With this issue, too, the senior staff of the Homemaker passes on their dummy pages, pencils and rulers to a new staff. Next year's staff will be led by Jane Montgomery, publisher; Doris Jirsa, editor; Norma Bork, business manager; and Karla Baur, managing editor.

*The staff*

Members of the Iowa Homemaker Publication Board: Kay Goeppinger, Jane Hammerly, Sue Lane, Dean Helen R. LeBaron, K. R. Marvin, Jane Montgomery, Marian Moore, Ellen Pennell, Dorothy Will and Edwina Zielinski.

MARCH, 1955

# SPRING SEASONING

## Bobbie Brooks Suits

1. Orlon and wool Junior Deb suit to whet your fashion taste. Permanently pleated skirt. Braid trim. Grey or toast, 9 to 15. \$22.95



1.



3.

*"Capri"  
Fashions*

*—"pepper-uppers"  
for vacation*



2.

2. Charm magazine's flattering 3-piece ensemble—rayon and cotton skirt and jacket, printed linen-like rayon blouse, Aqua and grey, burnt orange and brown, orchid and lilac. 9 to 15. \$22.95

3. Sailtone blouse-smock, full and flaring with push-up sleeves. 10 to 16. \$5.98. Crazy pants, tapered legs, bow ties, 10 to 16. \$4.98. Both in turquoise, pink, black.

4. Troubadour zip jacket of cotton sailtone, sunset orange, deep turquoise, yellow, pink. 10 to 16. \$5.98

Harlequin pants, India blue or flame red. 10 to 16. \$5.98

—Junior Deb Shop: Third Floor.

—Sports Shop: Second Floor.

*Gouunkers*  
DES MOINES



4.



"THREE MINUTES in the studio," booms the student director's voice over the loud speaker from the control room.

"Oh, no, it can't be," gasps one of the girls. "We're not ready yet, and she leans over the stove as if to hasten the sizzling pork chops. Someone else rushes by with a bowl of steaming split pea soup and puts it in place on an already set table.

And then, it's time! The announcer's voice comes into the studio, warm and inviting, giving no implication to the listening audience of the hectic scene that existed just a few seconds before. "This is WOI-TV and it's time for 'Best Buys.' Here's your hostess Carol Koch, a student in Home Economics and Television at Iowa State College."

### Why participate?

If you were to stop these students and ask them just why they are participating in the Television Workshop, each would have a different answer. One girl is majoring in Foods and Nutrition and believes that the experience in display and demonstration work will be to her advantage after graduation. Another, in Technical Journalism, is concentrating on scripts. Some are interested in television entertaining; others in presenting educational material that will attract and please an audience. All are aware of the importance of this new media of communication, and here is their chance to experiment with it, to learn its possibilities and limitations.

### What's "workshop"?

The Television Workshop Laboratory has been in existence since 1951, when Dr. Joseph North, coordinator of Radio and Television Education, suggested its formation to the Radio and Television Advisory Committee. At that time it was decided to let the students, with only slight supervision from Dr. North, produce and direct their own programs. Since that time, four other shows have been added to the list of workshop productions.

"This is Iowa State," the original laboratory program, gives stu-

# Everybody's watching Student TV

by Jean Daggett

Technical Journalism Junior

dents a chance to let the public know what is happening on campus. "Best Buys" pertains to economical and nutritious foods. "A Word to the Wives" is a general Home Economics show, where anything from jewelry to pizza may be discussed, and "Handy Man" and "Everyday Engineering" are technological shows designed for home owners.

Students participating in the Workshop Laboratory are not only responsible for these five programs every week, but they make scenery and props, assist the directors in various capacities and help out on all other programs produced by WOI-TV.

### How much work?

The first step in getting into Television Workshop involves a conference with Dr. North. As a beginning workshopper, a student spends about 25 hours working in the properties department and 50 hours in staging.

"This may seem like a long time," Dr. North cautions each new student, "but keep your eyes open and learn all you can."

From there the student goes into positions on the floor—cable tender, assistant floor-director or mike-boom operator. The next step is floor director and then production assistant. After reaching this stage, it's time to enroll for college credit and finally the ultimate goal, the first assignment to one of the student programs.

To supplement the work done in the studios many related television courses have been added to the curriculum. For those who are anxious to appear as "talent," there are speech and demonstration courses. Other classes are radio and television writing, tele-

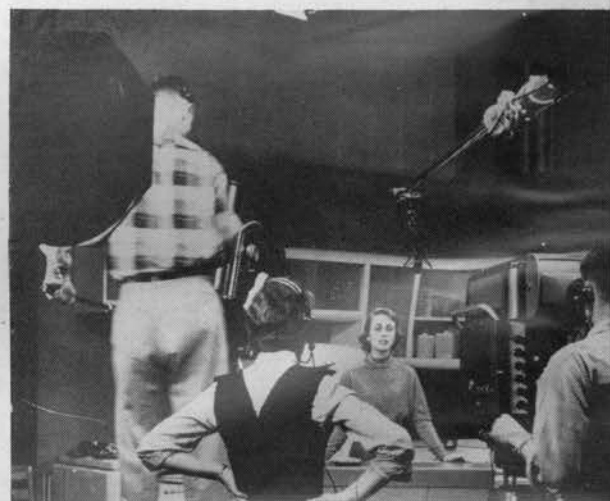
vision advertising, and an Electrical Engineering course on the television camera. Of course, there are many phases of art to study, and the Art Department connected with the television station is a practical place to put your art to use.

### Are there troubles?

Not everything goes smoothly. One day the script was too short and the hostess ad libbed for 6 minutes. Another time there was a tempting peach short cake with mounds of whipped cream that looked luscious in the studio, but resembled a pile of snow over the air. Television students shudder when they remember the props that weren't there when needed, the charts that were too small and the loud background noises when scenes were being changed.

But there are successes that are also fun to remember: the salads and desserts that took so long to prepare, but appeared very tempting on the television screen, a clever script, and most of all receiving letters that say, "We enjoy your program so much; please keep up the good work!"

From the studios of WOI-TV, here's Joan Crawford, H. Ec. Sr., with "A Word to the Wives." Home Economics students plan, direct, produce and appear on the show and may even operate the cameras.

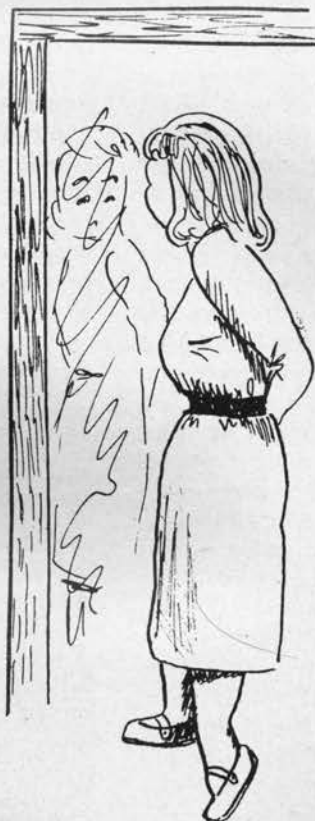




*This—*

If you're proud of your slim figure, keep it. By stepping on the scale every few days you'll be able to tell when you're overeating and should cut down on calories.

*or this?*



A look in the mirror will tell you if you're overweight. Your friends judge by what they see, so should you.

*Here's your challenge—*

# Help contro

*by Dorothy Will*

*Technical Journalism Senior*

**A**S A HOME ECONOMIST take a look at the American family. You can be proud of what you see. There's better food on the table and more labor-saving equipment in the home. But this new comfortable way of life has given you a new problem—that of controlling weight.

Authorities in the fields of nutrition, medicine and public health who met at a Weight Control Colloquium at Iowa State College in January to discuss the nation's growing waistline have turned to the home economist for help. They believe that one way to reduce the extra pounds is to have home economists spread more information about good eating habits to every member of the family.

## All ages overweight

Startling statistics presented at the colloquium showed that overweight is a problem in every age group. Dr. Pearl Swanson, Director of Home Economics Research at Iowa State, studied women 30 years or older in Iowa to find out how they have been affected by having more food on the table. She found that about 275,000 of the 650,000 women in Iowa are overweight and are carrying around more than 6 million pounds or 3 tons of body weight that they'd be better off without.

Labor-saving devices are the cause of much of this overweight, according to Dr. Margaret Ohlson, Department of Food and Nutrition, Michigan State College. "The average young woman today needs to eat from 250 to 300 less calories per day to maintain her body weight than she did in 1900," Dr. Ohlson explains.

## National data

National data on the prevalence of overweight shows that one-fifth of all Americans over 30 are eating too much and are sufficiently overweight to endanger their health.

Dr. James M. Hundley of the Laboratory of Biochemistry and Nutrition, National Institutes of Health, Bethesda, Md., reports, "Evidence suggests that overweight is becoming more frequent in white



# America's weight

men and less frequent in white women. Colored women show a very high prevalence. Due to increase in our total population and the increased proportion of older people, the magnitude of the obesity problem will undoubtedly increase."

Even children have difficulties with excess weight. Dr. Lee Forrest Hill, pediatrician from Des Moines, points out that it's almost impossible to help obese youngsters to reduce. Most children reach dating age before they're at all interested in slimming down.

Weight control should begin during childhood, suggests Dr. Ercel Eppright, Department of Foods and Nutrition, Iowa State College. She reports that in recent years television and the automobile have cut down children's exercise and sent them indoors to play and eat high-calorie snacks.

As the authorities at the colloquium discussed weight control for every age group, they learned that helping the overweight individual calls for a complex program. Once the physician or nutritionist decides that a person is overweight, he not only has to prescribe the proper diet and amount of exercise, but he also has to keep the patient content and relaxed during the reducing period.

## **Scales versus mirrors**

Most people believe that an individual can tell if he's overweight by stepping on a set of scales. But Dr. Ancel Keys, Director of the Laboratory of Physiological Hygiene, University of Minnesota, says that looking in the mirror is a much better method for determining how slim or fat you are.

"Simple body weight measurements have serious limitations in estimating how fat people are," he says. Keys explains that few football players are fat, but most of them prove to be "overweight" when checked with the so-called standard height-weight tables. Another example is the business executive who prides himself on not being overweight, but is actually over-fat; a look in the mirror would show him where he stands.

To diagnose overweight, Keys recommends that physicians and public health workers use standard-

ized skin calipers. The caliper is used to pinch the skin and measure the amount of fat under the skin.

Diet and exercise are the prescribed treatment for the individual who wants to lose weight. Dr. Ohlson and research workers at Michigan State College have developed a nutritionally adequate high-protein reducing diet that they have used with success on college students. The 1,500-calorie diet is made up of 90 grams each of carbohydrate, fat and protein. Tests have shown that this diet brings about weight loss without harm to body structure.

Dr. Ohlson has also found that there are enough calories in this diet so that familiar foods can be included. No dieter wants to eat unappetizing foods and forego his social activities because of his diet.

"Exercise is just as important as diet," reminds Dr. Jean Mayer, Department of Nutrition, Harvard School of Public Health. He warns that inactive people are the ones who are most likely to become overweight.

## **Exercise a necessity**

Mayer and others at the colloquium agreed that almost any individual could reduce if he'd eat less and exercise more. The unfortunate part is that most people find it hard to restrict their diet. Group tests and psychiatric studies of the problem show how difficult it is.

A recent study of four groups of obese patients indicates this. Mayer says that 3 years ago, one group was left untreated, another referred to a hospital dietary clinic, the third subjected to group psychotherapy and the fourth to individual psychotherapy. When the four groups were checked again last year, no difference was apparent, and generally speaking, no improvements were noted. Short term effects of the various treatments had no lasting value.

Findings by Dr. Robert Suczek, Permanente Psychiatric Group, Kaiser Foundation Hospital, Oakland, Calif., agree with those of Mayer. He estimates that in group reducing programs only about one-half of the individuals lose any weight at all. Follow-up studies generally prove more discouraging because only a few of those who have lost weight maintain that weight or continue to lose more.

## **Group gives sympathy**

"Perhaps the reason," Suczek explains, "is that while the group continues to work, the individual receives psychological substitutes for not eating. The group gives him comfort, sympathy and support. But as soon as the group stops meeting, the individual returns to his former eating habits. Changes in attitude are necessary to bring about and maintain weight reduction, and often the group approach doesn't supply this required ingredient." Still Suczek considers group programs worthwhile because of their educational value.

Giving the patient motivation to reduce and helping him do so have been of much concern to Dr. Char-

*(Continued on page 17)*



The baron's family greets the prince in a scene from the English pantomime, "The Private Life of Cinderella," a 1954 Players production. At Veishea, Players will present "The Man Who Came to Dinner," another quick-moving comedy.

## *'The Man Who Came to Dinner'*

### *promises Veishea fun*

*by Anita Cozzens*

*Foods and Nutrition Sophomore*

**P**ERFECT VEISHEA FARE describes Iowa State Players Veishea presentation, "The Man Who Came to Dinner." It's a quick-moving, riotous comedy, chosen to fit with the general festivity of Iowa State's big spring weekend.

Like most other Veishea activities, Players starts work on its production weeks in advance. Casting for "The Man Who Came to Dinner" begins the last week of winter quarter; rehearsals, the first week of spring quarter. And the first Veishea presentation isn't until May 12.

Here too is a chance for any Iowa State student to contribute to Veishea. All students are eligible to try out for a major or a minor part. And there are many things to do besides acting. For instance, seven separate crews will be working backstage on this Veishea production. The program will list not just the cast, but members of costumes, make-up, properties, lighting, sound, set construction and publicity crews.

#### **Create costumes**

Committees offer an opportunity to put book learning to practice. Designing and making costumes is good experience for Textiles and Clothing majors. Players has built up an extensive wardrobe department, but beyond that, what they can't borrow or rent, they make. For a modern play like, "The Man Who Came to Dinner," little costume creating is involved, though alterations may become a big factor. The English pantomime, "The Private Life of Cinderella," involved designing and making costumes for the majority of the cast of 50. These ranged from ball dresses for Cinderella and her sisters to outfits for the roller skating ballet troupe.

Applied Art majors create completely new faces as they apply make-up to fit the part in each play. Actors of "The Man Who Came to Dinner" will all be of

college age, yet many of the characters are to be at least middle-aged. So it's up to the make-up committee to age them quickly and effectively.

This aging is a transformation you can view at Veishea, for the make-up crew will be "on display" during Veishea Open House at the Theatre Workshop. Throughout the campus each Veishea Open House displays some unique facet of the year's activities. Players does this and prepares for its show at the same time.

#### **Design backdrops**

Other fields of Home Economics are easily drawn into Players, too. Applied Art students show their artistic flair in unique posters all over campus. Designing sets is another "arty project." Journalism majors can try out what they've learned in class by developing publicity in various communication media. Children's Theatre, a Players' project just 1-year-old, is a learning experience and a practical one, for both Child Development and Education majors.

Or for a student who wants to learn outside her major field, Players offers the opportunity to experiment in a new direction. You aren't limited to a committee related to your major.

#### **Ready for Veishea**

You'll have a chance to see "The Man Who Came to Dinner" any one of the 3 days of the Veishea weekend. Opening ceremonies, parade, canoe races, horse show, Vodvil, Stars Over Veishea, Open Houses and Players — it seems like a lot to crowd into one weekend. But Players has had a full house for every performance for many Veisheas. Backstage or out front, "The Man Who Came to Dinner" will be good Veishea fare.



*the automatic washer—*

# Machine, not miracle

*by Jane Hammerly*

*Technical Journalism Senior*

**L**IGHT PEARLY-TONED grey gets the fashion vote as one of this spring's most important colors—except when it's "automatic washer" grey. You may take time and effort to plan your misty-grey spring outfit, but do you plan equally as much to get the most out of the washer in your dorm or sorority, to avoid having your white socks turn grey and your white sheets grimy-looking?

In order to get your clothes as white and dashing as possible, you must treat the automatic washer with care and use it to the best advantage.

## **Pretreat before washing**

"Pretreating before washing" is one magic phrase that, if practiced, will get your clothes and any washer to produce that whiter-than-new look you always want.

The automatic washer is no exception. You have to help it do a good job by first soaking or bleaching your white clothes and those that are extra-dirty.

Another means to cleaner clothes, and the biggest advantage of the automatic washer, is more frequent washing. If you change linens more often (things which don't need ironing), you can get clothes cleaner with less work. It's easy to put in a load of clothes before you go to an hour lecture or to dinner and have them ready when you get back. There's no need to wait till Saturday when the line of waiting people is long.

## **Check washer load**

When you begin the actual washing process, you should check your washer-loading habits. The specification sheets for most washers say you can put in 8 to 9 pounds of clothes per load. Tests have shown, though, that all automatics will do a better job of removing soil if they are loaded with slightly less than 8 pounds.

When washers are overloaded the sheets often are not pulled down into the water for the most effective washing action. If the machine is too solidly loaded, the cleaning action—agitation—may be almost entirely stopped. Free movement of the water through the cloth weave is essential for soil removal.

Your method of sorting clothes is another key to cleaner clothes. Tests made on soil removal when different combinations of items are washed together show a load of all small pieces washes well, but one

of all large items—sheets, towels, washable blankets—is not at all satisfactory. The most practical method is to have all your loads composed of some large and some small pieces.

Now the detergent! It is necessary in some automatics to use a synthetic, low-sudsing detergent. If you use a soap or high-sudsing detergent, the suds will billow up and cause a buffer action which is detrimental to soil removal. You should check to see what type of detergent the manufacturer of the washer you're using recommends.

Using a syndet, rather than a soap which sometimes clogs the washer with curds and scum, prevents needless trips by the repairman.

You can keep the washer in better shape if you clean the drain trap each time you use the washer. Lint and dirt will clog it and impair the efficiency of the automatic unless it is cleaned frequently.

Every new product has its critics, but each year since 1941 when the automatic came on the market, there is less fault-finding with the automatic. When you treat a washer properly—as a machine, not a miracle—it will do the job for which it was intended.

**When you load a washer, whether at home or school, you should make certain it is not overloaded. All automatics wash better with a load of slightly less than 8 pounds.**





# Enjoy Yourself

• at •

# VEISHEA

## MAY 12, 13, 14



CANOE RACES



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contests and open houses*



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High School Day  
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- ★ Vodvil
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Special Coupon Book  
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AMES, IOWA

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Ticket Chairman  
High School Day  
Veishea Office  
Memorial Union  
Ames, Iowa

# Applied Art on display

by Gwen Olson

General Home Economics Junior

ART WORK by 26 Applied Art graduates is now on display in the Gallery, Memorial Union, to show "What Some Applied Art Graduates Are Doing." The exhibit is the largest the department has ever assembled and will be on display until March 15.

One of the graduates, Mrs. L. W. Boothby, '42, is showing jewelry of ebony and silver that she created in her make-shift studio. She uses a "dining table in the kitchen of her too small apartment." The jewelry is free-formed and simple to enhance the structural beauty of the material. Many of her pieces are refined adaptations of fish, but the subtle influence might not be noticed unless the designs are seen in a group.

Besides making jewelry, Mrs. Boothby teaches part-time and has a family of two children. She has instructed children and adults in the craft almost every year since her graduation. In 1950, she began making jewelry in her own workshop and now her crafts are sold in many New England stores. She writes, "The jewelry started in an effort to make ends

Home-knitting machine that knits 9,200 stitches per minute is now being introduced on the market by Faye Van Roekel, '48. The machine knits a sweater in 3 hours, a dress in a week.



meet and is becoming almost more than I can handle."

Another alumna project that is displayed is a machine which knits 9,200 stitches in 1 minute. Faye Van Roekel, '48, has organized a business to prepare this German home-knitting machine for the United States market. She has worked on both the business and artistic phases of organization which included such jobs as gathering information and promoting the machine, learning how to use it, making samples and developing the company name and symbol.

Miss Van Roekel has found the varied background she received at Iowa State very valuable. She says, "Economics, technical journalism, propaganda analysis—all have their place."

The machine is just as amazing as Miss Van Roekel's job. With a simple motion of the hand, 160 needles knit 160 stitches. A sweater can be made in 3 hours and a dress in less than a week. Socks, baby clothes and other garments can be knitted with any pattern and have a hand-made look. The machine weighs 8 pounds and is only 2 by 6 by 36 inches.

Many experiences in Applied Art typify the career of Mrs. Esther Dendel, '37. The development of Denware Pottery is perhaps her most widely known achievement. The shape of the dishes, as can be seen in the display, is based on the oval, but the ends have

Silk screen designer, Mary Jane Rice, '45, is the manager of the Pacific Coast Studio of the American Crayon Company, Los Angeles, Calif. Miss Rice also does handweaving and ceramics.



been cut off for practical storage. The pottery comes in such colors as bamboo smoke, guinea gold, thatch and cola brown.

Mrs. Dendel has also illustrated three books, the first of which, *A New Song in a Strange Land*, took her to Liberia, Africa. Another project is weaving upholstery, draperies and some of the rugs for her new home in California. She and her husband are building their home themselves, and it will be partially constructed of Venetian glass in mosaic-sized squares.

Another Applied Art graduate, Mrs. Charles Ba-

(Continued on page 17)



# *Hiltons prefer the traditional*



With warm grey walls and sun-tan carpeting, the living room has French Provincial furniture covered in rose, brown and blue-green.



With the living room extending across the house east and west, the Hiltons enjoy the western view from their picture window. Here Mrs. Hilton looks out with Sally Young, H. Ec. So.



Frequent visitors are the Hiltons' children and grandchildren. Sitting, from left to right, are Elinor Hilton Thomas; her husband, Carl Thomas; and their two children, Jeffrey and Jimmy, being held by their grandparents, Dr. and Mrs. Hilton. Standing are Jim Hilton and Helen Hilton Bryant.



*French Provincial furniture  
throughout their home  
expresses quiet dignity  
and beauty.*

**N**EWLY-DECORATED in 1953, the 50-year-old Knoll now reflects the everyday life of President and Mrs. James Hilton. Mahogany French Provincial furniture, striking wall papers and carefully-selected color schemes give the home an atmosphere of quiet and gracious dignity.

Mrs. Hilton says that she and her husband spend much of their time at home either in the study or in the round television room off the entrance hall. A special feature in the television room, and also in the living room, are Mrs. Hilton's African violets. The Hiltons also enjoy their spacious upstairs suite.

Besides the living room, entrance hall and dining room pictured on these pages, other rooms on the first floor of the Hilton home are a television room, the library, the Mexican-decorated kitchen and the porch which extends the full length of the house on the south. Upstairs are family and guest bedrooms and sitting rooms.

Mrs. Hilton likes the pair of brown and beige French Provincial chairs in the entrance hall. This is one of them.



The staircase at the right side of the entrance hall leads upstairs and is limed oak. Gold-figured wall paper in the hall blends with gold-papered walls in the neighboring television room where the Hiltons spend much time.

Limed oak is again seen in the dining room. Above the oak half-walls is a blue-green oriental-patterned wall paper. Gold and green draperies contrast the mahogany furniture.



## Look Chic



AS  
*the March  
Winds Blow*

A coy variation in style this season is the 'little longer' length which is two inches at the nape. It has limitless adaptations. Come in and have our experts adapt this new style to your features and personality.

**MAX/HARRIMAN**  
*hair stylist*

Salon Suburban

619 Main

Phone 978 or 1536

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### Applied Art

Leather for making costume accessories is now being sold. Fully-tanned skins in kid or suede finish are offered in more than a dozen high fashion colors. Each skin is packaged in a transparent tube with complete cutting and sewing directions for collars and cuffs, belts, hats, handbags, gloves and even vests and jackets.

### Foods and Nutrition

Cake icing now comes in squeezable tubes ready to use. Interchangeable screw-on caps have openings in several designs so you can decorate cakes with varied shapes. Available in mint, chocolate, pink and other flavors and colors.

### Child Development

Plastic baby dish has a rubber suction cup on the bottom to anchor the dish to table or highchair. The dish is sold in blue, pink, beige or mint and is sectioned.

### Household Equipment

A ladle and scale are combined in one utensil to weigh ingredients up to one-half pound at a time. The "scadle" is aluminum and indicates weights in ounces and grams.

Individual pie container holds one wedge of pie. It is made of plastic and can be used as an ice dish or a lunch box container.

Vacuum cleaner tripod holds wand of tank-type cleaner upright, making it unnecessary to lay the wand on the floor while moving furniture or answering the telephone. This attachment is a set of legs which folds flat along the wand until a flip of the handle extends legs for use.

Write the Homemaker "What's new" editor for further information about these products. She'll tell you the product's cost and where you can buy it.





# Reporting 'round the globe

by Ann Lindemeyer

Technical Journalism Senior

**D**ORA JANE HAMBLIN, an Iowan who has circled the globe reporting for Life magazine and the American Red Cross, will be in Ames March 5, as guest speaker for the annual Journalism Day.

Miss Hamblin, whose home town is Bedford, Iowa, will share her experiences from 7 years abroad with the Journalism Day audience when she speaks in The Gallery, Memorial Union. Sponsored by Theta Sigma Phi, professional fraternity for women in journalism, Journalism Day has been planned for students and faculty in the Home Economics and Science Divisions and Department of Technical Journalism, but the talk and coffee hour following are open to the public.

## Joined Red Cross

The reporting career of Miss Hamblin began at the Gazette in Cedar Rapids, Iowa, where she worked for 2 years. In the midst of the war she joined the Red Cross and sailed for the Pacific as a doughnut girl, but soon was transferred to public relations as a reporter and photographer. Miss Hamblin was stationed in New Guinea, the Philippines, Okinawa, Japan and China during those 2 years. After a summer at home in 1946 she was off again, this time bound for Europe with the Red Cross. Stationed in Germany, assignments took her to Britain, France, Belgium and Austria. A year later she was back at the Red Cross headquarters in Washington, D.C.

## Reports for "Life"

"We point triumphantly to a new Life article, 'That's my phrase,'" Miss Hamblin comments on her job as a reporter for Life magazine, the job which she has held since leaving the Red Cross in 1948. After a year and a half on Life's New York staff, she was transferred to the Paris Bureau for 2 years, then to the London Bureau for 2 years. Some of the stories she gathered material for are the disorder in Belgium in 1951, which resulted in the abdication of Leopold; the Life essay on Communism in 1951; the Swiss avalanche disaster in 1951; the coronation of Elizabeth II in 1952; the Olympic games in Finland in 1952 and the British-Dutch floods of 1953, besides two or three Paris fashion openings.

She has been back in the midwest a year now, but still feels like a foreigner, she says. As a member of the

Life Chicago Bureau, her work has included gathering material for such recent Life articles as the ones on Oppenheimer, McCarthy and the World Council of Churches. Her very latest by-line appeared on the interview of an Iowa farmer in the January 3, 1955, special food issue of Life.

Miss Hamblin's background undoubtedly gave her the interest and aptitude she has in journalism. Her father, Allen W. Hamblin, edits and publishes the Bedford weekly, The Times Press. After high school, Miss Hamblin studied journalism at Coe College in Cedar Rapids and received her bachelor's degree in 1941. The following year she earned her master's degree at Medill School of Journalism, Northwestern University, Evanston, Ill., with the help of a scholarship from her social sorority, Delta Delta Delta.

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## Flattery in flowers

*You can guide your date*

*by Ann Lindemeyer*

*Technical Journalism Senior*

**A**N EXCITED GIRL runs up the stairs two at a time carrying a corsage box. "Look at my flowers! Aren't they beautiful — just what I wanted."

How did she make sure that she'd receive the right flowers? She gave her date a few suggestions. You can easily do the same if you'll be ready when your date calls to ask what you're wearing. Your answer can include not only the color of your dress, but what kind of flowers are your favorites and how you expect to wear your corsage.

Even though the shoulder corsage is still popular, there's a variety of new flower arrangements to dramatize your dress. A corsage can be made for the wrist or hair, and flowers can be arranged in colonial bouquets and as chokers.

A wrist corsage may be on a plastic bracelet or tied with ribbons. An especially satisfactory wrist corsage has a fitted wire scroll at the wrist steadied with a ribbon tie farther up the arm. Since heavy wrist cor-

sages dangle and cause trouble while you're dancing, a lighter flower or fewer blooms are better.

A velvet ribbon studded with daisies or frenched carnations (the heart of the flower) looks well with strapless dresses. And a colonial bouquet to hold in your hand while dancing will especially suit you if you love pink and ruffles.

### **Borrowed from Spain**

Flowers for the hair are a beloved custom borrowed from Spanish ladies. For long hair, there's a headband of small flowers. A head clip within the band holds the flowers securely. Or if you have a pony tail, your flowers can be arranged for it. A ribbon-covered head clip with three small rosebuds arranged on a flat bow on one side will add glamour to the short, close-cropped hair-do.

Take your choice of arrangements and flowers, too. The small girl will look best in small, dainty flowers such as tiny rosebuds or daisies, shatter carnations or a small camellia or cymbidium. A large corsage on a small woman looks weighty, makes her seem less important than the bouquet she's wearing.

### **Choose exotic flowers**

The tall, striking woman needs her own special corsage, too. She'd look foolish in pink rosebuds, but big, fragrant gardenias she can wear with dash. Corsages of bold colors and exotic flowers are flattery made to order for you if you're tall.

In choosing your corsage, remember your date's billfold. A typical corsage, pin-on or for special wear, will cost between \$2.50 and \$3.50. However, it's not unusual for a date to spend \$5 or \$6. Orchids carry the highest price tag with white orchids costing as much as \$12.

Once you've helped select the right corsage, enjoy wearing it. With special care, your flowers will not only dress up your formal, but you can wear them for several more days to brighten the rest of your wardrobe.

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## Art on display

(continued from page 11)

con, '45, combined her talents with those of her husband's in a home workshop. Together they create silver jewelry in simple and contemporary forms to bring out the texture of the materials. Driftwood mobiles is another of their arts. They first used driftwood in table mobiles, then hanging mobiles and recently they started making driftwood jewelry.

Their work is contemporary in feeling, but it has been inspired by designs of other periods. They by no means reject the traditional, which is verified by their 1782 salt box house in Amesburg, Mass. In fact, some of their favorite pieces are inspired by other times.

The display cases for the exhibit were also made by women in the applied art field. The Iowa State Applied Art Department instructors built and finished all of the show cases in preparation for this, their largest exhibit.

## Help control weight

(continued from page 7)

lotte Young, School of Nutrition, Cornell University. Dr. Young states that the nutritionist and physician can easily help the well-adjusted individual to reduce. These people are very willing to analyze and improve their eating habits so they can maintain good health.

"Individuals with 'superficial emotional problems' need more encouragement," Dr. Young says. This group composes a rather substantial portion of the overweight population, and they need a motivation to reduce. Often they eat to relieve the stresses and strains of everyday life.

In working with these individuals, she gives them frequent small goals in weight reduction that are easy to attain. She also helps them adjust to the negative comments of friends. Friends do more harm than good when they say they like you better the way you are and encourage you to eat just a little more.

For that reason Dr. Young recommends taking in your clothes as you reduce. "Friends are bound to tell you to eat if your clothes hang," she laughs.

She also stresses the importance of helping the patient to maintain his weight loss; the only worthwhile loss is a permanent one.

In summing up the work of the many speakers at the colloquium, Hundley emphasizes that nutritionists, physicians, social workers, psychiatrists, research workers and public health authorities will have to work as a team to solve the overweight problem.

Home economists are a part of that team, and their most important contribution will be to teach the American family good eating habits. You as a home economist can advise people of all ages—first of all your own family, then those you met on the job—children, junior high and high school students, homemakers, farm women, hospital patients and others. The best way for you to combat overweight is to prevent it.

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Summer 1955 College Committee plans are underway at Armstrong's Clothing Company in Cedar Rapids. Along about August 1st the College Center will appear on Armstrong's second floor. The College Committee will be there to assist you in selecting your college wardrobe and to answer questions about college life. You'll want to enter the annual contest and get tickets for the College fashion show. See you this summer!

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Start filing,  
stop hunting

# Filing

by Doris Jirsa

Technical Journalism Junior

**S**TUDENTS with personal filing systems find they save valuable minutes every week. If you set up a filing system of your own, you'll have no "hunting" problems when you desperately need that recipe bulletin you received in foods class or the committee list handed out in your last Veishea meeting.

A valuable paper or clever idea stashed away in a drawer, shelf or notebook won't do you any good at all unless you can find it when you need it.

Don't give up if already you have collected and saved more pamphlets "for future use" than you know how to use or organize. An accordion or bellows type file is a time-saver that melts away those exasperating searches. A 25-section, cardboard file is best for a beginner. It holds papers in an orderly fashion and is easily transported. Should you gather pamphlets and larger items, chances are you will soon graduate to a metal or drawer style cabinet. These files hold manilla folders which are easy to slip loose papers into and allow for greater expansion with ease.

To set up your file the age-old ABCDEFGHIJ . . . system may seem convenient; however, basketweaving, bread-baking, books to read, and bills confuse themselves under the one file letter, "B."

### Guide for files

With a growing file and a short time lapse, one may soon question whether bread recipes were filed under B for bread, under F for food or under R for recipes. Will books be under R for reading or S for sparetime activity? The alphabetical file requires a file guide to be at all systematic and efficient.

For a file supplying more specific information at your fingertips, the subject file, one divided with titled sections, may be a wiser arrangement. A section on foods may be subdivided into table decorations, breakfasts, lunches, dinners, and these subdivided to egg dishes, quick meals, meats and leftovers.

A section for business transactions can be subdivided into unpaid bills, contracts and income tax.

The college activities division may be made up of folders for Veishea information, Home Economics Club projects and Union 410 materials.

The manilla folders can be quickly removed and carried to meetings or class and the plan allows for a



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# ives time

growing file. Once arranged the file takes additions without drastic changes.

## Tips for filing

Some tips that students have developed through the use of their files may help you:

1. Be on constant look out for potential file material; you never know when it may be needed. But on the other hand, don't keep everything. Be discriminating.
2. Attach scraps of items to larger papers and avoid their loss among the maze of materials.
3. Be consistent in your classification of materials.
4. Clean your file periodically to remove positively outdated material.

## Files for homemakers

The homemaker has just as much use for a filing system as the student. A new place to use an accordion file is in your sewing room. Both patterns and material can be filed. To find your material quickly, paste a swatch on the index tabs of your file. Then you'll know what's in each section.

Why not start the filing habit now? It will not only help you in school, but in business and the home, too.

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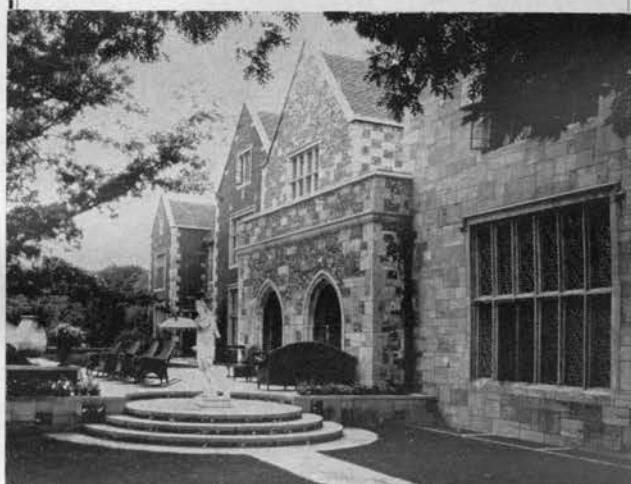
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The honor may be bestowed on any teacher, from kindergarten through college, whether living or deceased.

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Send your contribution, or write for further information to

## Iowa State Education Association Teacher Appreciation Fund

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Des Moines 9, Iowa



# All aboard for Home Ec. field trips

by *Mary Vandecar*

*Applied Art Sophomore*

**S**CIENCE with Practice, the motto of Iowa State College is true to life when the Home Economics students in all departments trade their classrooms for a field trip.

Each year the Home Economics women go on approximately 30 field tips throughout the midwest, some as far as 700 miles away.

"Winter trips" or "spring trips" are common names that might apply to Journalism majors who

work on Iowa weekly newspapers during their spring vacation; to Household Equipment students who tour some of the outstanding equipment manufacturing firms; to Child Development, Applied Art or Textile and Clothing majors who study the business world and its products in relation to their special interests.

Commercial firms and institutional directors cooperate and take special interest in such student

visits for their home economics staffs may someday include you, the visitor.

During your 4-year training, you look forward to one or more of these field trips and imagine yourself someday on the other side.

The Applied Art Department sends its graduating seniors to Chicago every second year. This fall the students made the Palmer House Hotel their headquarters. During the 3-day stop, they explored the Art Institute, seeing the collections of paintings by the old masters and studying the modern collections.

## See model rooms

It was here they were conducted on a special tour of the Thorne Miniature Model Rooms. One inch on the model represents 1 foot of the actual full-scale room, and the rooms are prized because their furnishings are original designs of famous rooms and periods.

A visit to the studio of one of America's leading designers, Angelo Testa, and the opportunity to see a silk screen demonstration by Ben Rose, one of the top American textile designers, were high points on this year's schedule.

Another activity on this trip was a visit to the English Room of Marshall Field and Company for an Applied Art luncheon. There the students spoke to Iowa State graduates, Nancy Wilson, '51, designer of kitchens and bathrooms for Crane Manufacturing Company, Chicago; Jane Brown, '50, pattern buyer for 11 million families and more than 350 Sears Roebuck Stores in North and South America; and Helen Twogood, '46, who prepares advertising lay-out and copy for the trade magazine, *Specialty Salesman*.

"The largest showcase in the world," the Merchandise Mart, was also an eye-opener for the students. They explored its 93 acres of floor space — all in one building.

## Visit community agencies

The Child Development Department sponsors a 2-day field trip to Des Moines each quarter. On this trip they visit eight different community agencies in Des Moines:



the Polk County Home for the physically and mentally ill and those financially unable to support themselves; the Polk County Juvenile Home for neglected, dependent and delinquent children; and the Booth Memorial Home and Hospital, sponsored by the Salvation Army for unwed mothers.

### Study management

Organization and management operations are studied at the Raymond Blank Memorial Hospital for children; the Smouse Opportunity School, a training school for crippled and handicapped children; the Easter Seal Rehabilitation Center; The Family Society of Des Moines; and Willkie House, the newest settlement house in Des Moines.

Education majors soon to begin practice teaching go to each of the towns where Iowa State College has a college supervised home economics program. Story City, Eldora, Iowa Falls, Ogden and Jefferson are the towns where a supervisor is appointed from the education staff of the college. This director is in charge of both the student teachers and of the home economics department in her high school. The quarter following their observation trips, the girls will learn by doing as they become student teachers.

"A field trip of long, long standing" is how Margaret Liston, head of the Department of Home Man-

agement, describes her department's trip to Tone Brothers in Des Moines, a processing and wholesale establishment dealing exclusively in imported spices, coffee and flavorings.

Besides seeing the grinding, blending and packaging of the product, the touring students study first hand the application of principles and techniques in marketing and note the various acts and services included in retail and wholesale establishments. At Des Moines grocery firms, merchandising pricing, advertising and handling policies are observed in action. The vast distribution system of Younker Brothers and Colonial Bakery are discussed with the managers.

### Take equipment trip

Every other year about 20 Household Equipment juniors and seniors plan a week-long field trip to Chicago and east to Cleveland, Mansfield and North Canton, Ohio. They stay 1 day in each of the four cities. In Chicago the travelers tour the Underwriter's Laboratories, a safety-testing agency for household appliances, and the Sears Roebuck testing department.

In Cleveland the women tour the General Electric Lighting Company and the American Gas Company, and in Mansfield, the group may see appliances going through the production lines at Westinghouse and the Tappan Stove Company. They observe the department of home economics functioning in the Westinghouse factory, preparing information for distribution to the consumer.

### See food service

Bishop's Cafeteria, Drake Women's Dormitory Food Service, Methodist Hospital and Hotel Savory play hosts to senior and graduate students on the Institution Management field trip each quarter. Their purpose is to study quantity food service.

At Bishop's they view counter service, set-up and organization of equipment and observe food being distributed from a downstairs central kitchen.

At the Hotel Savory, the travelers were graciously conducted



through guest rooms and special suites and given an opportunity to visit with the chef, manager, assistant manager and head housekeeper.

Bearskin rugs and blue and gold furs named "sapphire" and "topaz" were shown Textiles and Clothing majors at Cownie's Fur Manufacturing and Retailing Company in Des Moines. The class saw methods of cutting, sewing and assembling fur pieces. They noted that each individual process in the completion of a fur coat is highly specialized. All the work is done by hand and it takes 6 weeks to finish a coat.

### Tour clothing companies

While in Des Moines, this same group toured the Capitol Garment Company, Des Moines' only garment manufacturer. The company's specialty is blue jeans, a product demanding modern, speedy, low-cost manufacturing. Powerful electric cutters much like a jig-saw move through stacks of denim 12 inches thick. Economy is stressed so every scrap of material is used.

Technical journalism majors apply classroom knowledge to Iowa weekly newspapers during their spring vacations. They become members of the editorial and advertising staffs that take over the job of publishing a newspaper for a week.

A 30 to 40-page weekly newspaper offers the student additional experience in gathering information, writing copy, meeting deadlines and laying out pages.

Field trips offer an exciting way for you to learn, and you'll find them an important part of your college education.





Ready to help you select your campus clothes are Armstrong's College Fashion Committee. Jane Montgomery, H. Ec. Jr., on the right represented Iowa State and moderated the board's fashion show. Others from left to right are Mary Donahue, Cornell College; Jane Wright and Marcia Jenkins, Iowa U.; and Ruth Radloff, Iowa State Teachers College.

striped little-boy blouses and grey flannel jumpers. The girls not only looked pert and collegiate, but were recognized as store employees as they walked around helping the customers.

### Do publicity work

The college board members are helpful with everything, including publicity. Many of the girls present a back-to-school style show some time during the season. Ellen Eames, H. Ec. Jr., is planning to work at Montaldo's in Denver this coming summer and says that they traditionally have a Back-to-College style show, and sometimes combine it with a high school style show.

### Plan fashion shows

Joan Redman, H. Ec. Sr., headed the College Board at Younkers in Des Moines last summer and handled much of the advance publicity concerning the board. She began work earlier than the rest of the board members and worked with the other Younkers employees on the fall fashion show.

Some of the stores present a basic check list which can be kept at hand as you cover the minimum needs in clothing when you shop. Ann Blaul, H. Ec. Jr., was on the board at Dayton's in Minneapolis two summers and said that that store's board members made up a list of the minimum essentials of a college wardrobe for the customers to follow. This list helped shoppers get ideas.

So, when you start shopping for fall, whether you're just filling in the weak spots of your college wardrobe, or starting fresh, remember that the college board can help you. It is composed of girls who are close to the college situation, yet have the extensive clothing knowledge that comes only with training.

# TRENDS

by Carolyn Sheban

Education Sophomore

**C**OLLEGE BOARDS in clothing stores in the principal cities throughout the nation are at your service as you plan your college wardrobe.

The students on these boards not only can help you select the proper clothes for the college that you're attending, but they are also on their toes about the latest fashions. It's their job to see that you're well-dressed.

Early this summer, college board members will start learning about new fashions for fall, 1955. They'll not only know what's in style, but they'll also be aware of price ranges and new fabrics and colors. They're interested in selling you clothes that will see you through four active years of college.

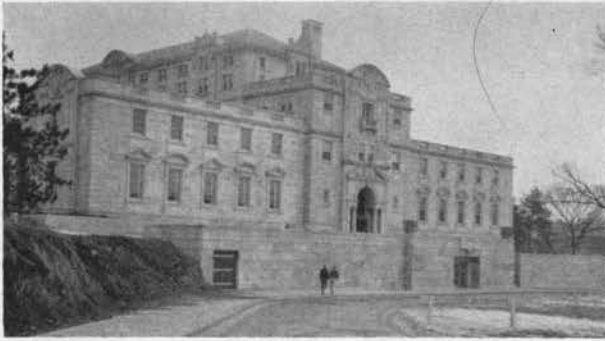
Many Iowa State girls have

worked on college boards. Jane Montgomery, H. Ec. Jr., has been at Armstrong's in Cedar Rapids the past two summers. Not only does she advise new and old students, but Jane moderates and plans a fashion show. Armstrong's College Board sponsors a contest by having customers pick what they consider to be the best all-round college wardrobe. The girl having the best selection is awarded a prize.

### Wear pert "uniforms"

In some of the stores the college board members wear "uniforms" of typical classroom attire. At the Norman Cassidy Store in Des Moines, where Ellen Olmsted, H. Ec. Sr., worked during the summer of 1953, the college girls wore





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But To Learn To Live A Life"*

*M. J. Riggs '83*

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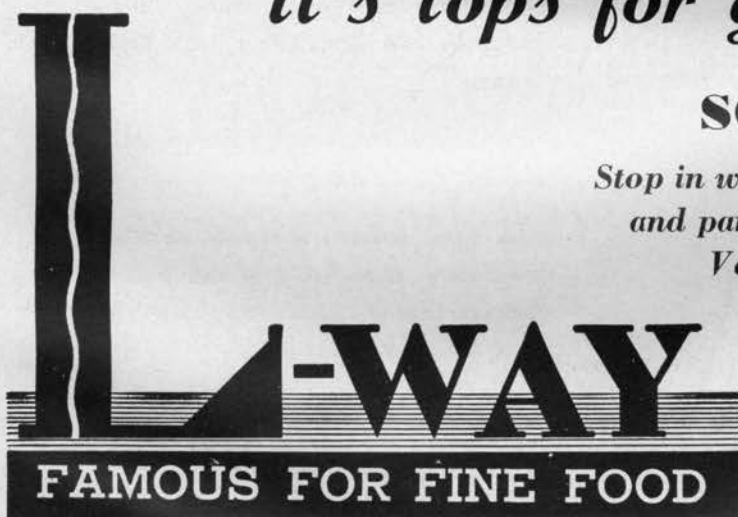
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